

ORDER



Orders
Order / Rev: 726387
Alt Order #: 06401855
Product Desc: SOBHANI FOR SENATE
Estimate:
Flight Dates: 11/02/12 - 11/05/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: SRH Media/ POL
Buying Contact:
Billing Contact:
 2204 Countryside Drive
 Silver Spring, MD 20905

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Sobhani, R / I / Senator
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	11	\$77,400.00	\$65,790.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	11	\$77,400.00	\$65,790.00	0.00
Totals	11	\$77,400.00	\$65,790.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	11/02/12	11/02/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$450.00		0.00			
E 2	WUSA	11/02/12	11/02/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	----F--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$500.00		0.00			
E 3	WUSA	11/02/12	11/02/12	CBS This Morning CBS This Morning	CM	7-9a	----F--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$300.00		0.00			
E 4	WUSA	11/02/12	11/02/12	9 News @ 5p 9 News @ 5p	CM	5-6p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$1,200.00		0.00			
E 5	WUSA	11/04/12	11/04/12	NFL Football Game #1 NFL Football Game #1	CM	NFL Football Gam	-----S	:30	1	\$30,000.00	P-1	0.00	NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S			1			\$30,000.00		0.00			
E 6	WUSA	11/04/12	11/04/12	NFL Football Game #2 NFL Football Game #2	CM	NFL Football Gam (4:15 PM-7:15 PM)	-----S	:30	1	\$40,000.00	P-1	0.00	NM	1	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S			1			\$40,000.00		0.00			

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Advertiser: Sobhani, R/ I / Senator
 Product Desc: SOBHANI FOR SENATE
 Estimate:

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WUSA	11/05/12	11/05/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$450.00		0.00				
E 8	WUSA	11/05/12	11/05/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$500.00		0.00				
E 9	WUSA	11/05/12	11/05/12	CBS This Morning CBS This Morning	CM	7-9a	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$300.00		0.00				
E 10	WUSA	11/05/12	11/05/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$1,200.00		0.00				
E 11	WUSA	11/03/12	11/03/12	NCAA Football Pre-Game NCAA Football Pre-Game	CM	NCAA Football Pre-Game (3:00 PM-3:30 PM)	-----S-	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$2,500.00		0.00				
													Totals	11	\$77,400.00